REDROW

CRM & AUTOMATION MANAGER

VALUING PEOPLE

ABOUT THE ROLE

To play a key role in Redrow's digital transformation by leading the development of the marketing automation platform and of the CRM system. To support Redrow's Digital and CRM strategy by driving the development of a performing tech stack for customer engagement. To oversee the digital marketing processes and to be responsible of Redrow's digital CRO. To be responsible for communication automation and to ensure Redrow's customers receive highly personalized communications and relevant content.

KEY RESPONSIBILITIES:

- Support the Digital Transformation of the company by leading the development of the Marketing Automation Platform and the CRM

- Ensure the tech stack of the company is ahead of the market and bring product and process innovation to the wider team

- Ensure the platforms are performing and fit for purpose, working with IT and developers to configure, test and update configurations

- Support the wider team in the Customer Journey management and drive its implementation through automation ensuring that the process is constantly maintained and improved

- Drive CRO, lead nurturing and content personalization

- Support the Digital Analytics team in defining the customer segmentation and ensure that the most relevant content is delivered to each customer demographic

- Drive AB testing and support the wider team to ensure campaigns, digital properties and landing pages are optimized for conversions

- Manage the CRM & Automation team

THE PERSON

What kind of person are we looking for?

- Experience with marketing automation and CRM technology (like Marketo, Salesforce, Hubspot, Dynamics) preferably in a manager role

- Strong experience in campaign management, audience segmentation, customer journey mapping and attribution modelling

- Strong project management skills, capable to lead large projects, liaise with different teams and report to stakeholders at different levels

- Experience developing implementation roadmaps and processes around new technology

- Experience in operational benchmarking and metrics like conversion rates, acquisition rates, database growth, lead nurture, engagement

- Experience with AB and multivariate testing

- Familiarity with data privacy regulations

- Experience with visualization and BI tools (like Google Data Studio, Power BI, Tableau, etc…)

These are illustrative duties and the job holder will be expected to become involved in a range of work to enable the department to respond effectively to the requirements of the Company.